**MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**P.O. Box 972-60200 – Meru-Kenya.**

 **Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411**

**Fax: 064-30321**

**Website:** [**www.must.ac.ke**](http://www.must.ac.ke) **Email:** **info@must.ac.ke**

**University Examinations 2015/2016**

THIRD YEAR, FIRST SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF BACHELOR OF COMMERCE

AND

 THIRD YEAR SECOND SEMESTER EXAMINATION FOR THE DEGREE OF BACHELOR OF PUCHASING AND SUPPLIES MANAGMENT

**BFB 3350: STRATEGIC MANAGEMENT**

**DATE: NOVEMBER 2015 TIME: 2HOURS**

**INSTRUCTIONS:** *Answer question* ***one*** *and any other* ***two*** *questions*

**QUESTION ONE (30 MARKS)**

1. Explain relevance of strategic planning. (10 Marks)
2. Considering a company of your choice, explain the importance of generic strategies (10 Marks)
3. During strategy implementation, an appropriate organization structure is necessary. Explain

 (10 Marks)

**QUESTION TWO (20 MARKS)**

1. Explain any two types of strategic controls. (10 Marks)
2. Discuss the role of corporate culture in strategy formulation (10 Marks)

**QUESTION THREE (20 MARKS)**

1. Using an appropriate example, explain how industry competition a shapes business strategies of a firm (10 Marks)

**QUESTION FOUR (20 MARKS)**

1. Discuss the relevance of corporate social responsibility in strategic management. (10 Marks)
2. Discuss importance of change management, in relation to strategy operationalization (10 Marks)

**QUESTION FIVE (20 MARKS)**

1. Discuss challenges of strategic management (10 Marks)
2. Discuss the role of strategic objectives in the organization’s success. (10 Marks)